

# 2024 ECONOMIC REPORT

## NORTH REGION



The North region is comprised of 34 counties. This region is home to several cities, including Kirksville, Hannibal, Moberly, Warrenton, St. Joseph, Chillicothe, Trenton, and Maryville.

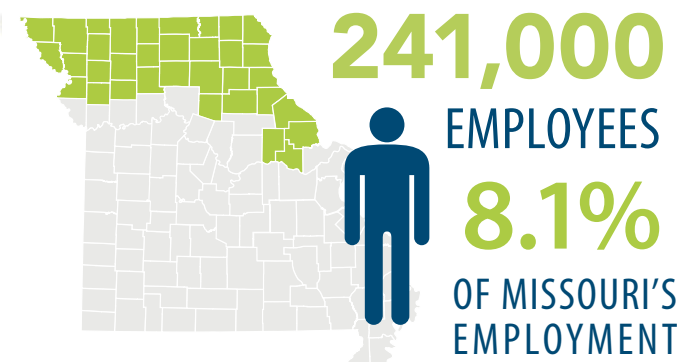
The North Region workforce had over 241,000 employees in 2023, making up 8.1 percent of Missouri's employment. In 2023, 50.8 percent of the workforce was female and 49.2 percent was male, while the Missouri average was 50.7 percent female and 49.3 percent male workers in the workforce. The regional average unemployment rate in 2023 was 3.0 percent, compared to 3.0 percent for Missouri and 3.6 percent for the nation.

The workforce is getting older in the North Region, a trend continuing throughout Missouri and the U.S. In 2023, 25.3 percent of the workforce in the region was age 55 or older, up from 21 percent a decade earlier. It was 23.6 percent for Missouri and 24.0 percent for the nation in 2023.

For the region, 8.2 percent of the workforce was non-white and 4.2 percent was Hispanic or Latino. This compares to the state averages of 17.5 percent non-white and 4.8 percent Hispanic or Latino.

In the North Region, 4.1 percent of the region's population (ages 18 to 64) speaks a language other than English at home. By comparison, Missouri was at 7.0 percent and the U.S. was at 23.5 percent.

The North Region has a higher percentage of the population with a disability compared to the state and the nation. For the region, 13.4 percent of the population has a disability compared to 12.3 percent in Missouri and 10.5 percent in the U.S.



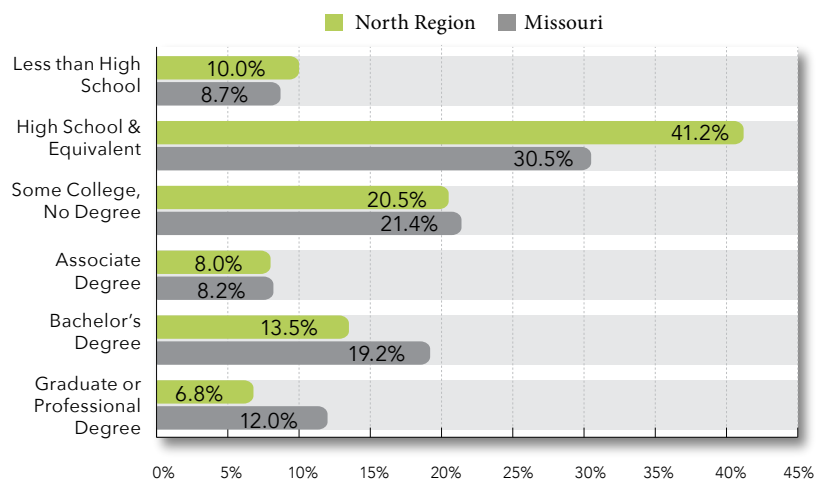
### Workforce Demographics

	North Region	Missouri	United States
Average Monthly Employment in 2023	241,111	2,993,587	161,037,000
Average Unemployment Rate in 2023	3.0%	3.0%	3.6%
Male	49.2%	49.3%	51.3%
Female	50.8%	50.7%	48.7%
Non-White	8.2%	17.5%	24.6%
Hispanic or Latino	4.2%	4.8%	17.7%
Ages 55 and Older	25.3%	23.6%	24.0%
With Disabilities (Ages 18-64)	13.4%	12.3%	10.5%
Below Poverty Levels (Ages 18-64)	14.0%	12.3%	11.7%
Language other than English (Ages 18-64)	4.1%	7.0%	23.5%
Education of Associate Degree or Higher (25 years & Older)	28.3%	39.4%	43.1%
Veterans (Age 18-64)	4.7%	4.7%	4.3%

SOURCES: QWI 2023 Q2; PRIVATE OWNERSHIP. CENSUS 2022 ACS 5 YEARS DATA, LAUS 2023 DATA

Educational attainment rates for the North Region are lower than those of the state for bachelor's or advanced degrees. Twenty-eight percent of the region's population age 25 and older has an associate, bachelor's, or advanced degree compared to 39 percent for the state, and 43 percent for the nation. About 10.0 percent of the region's population of age 25 and older had less than high school education.

### Educational Attainment



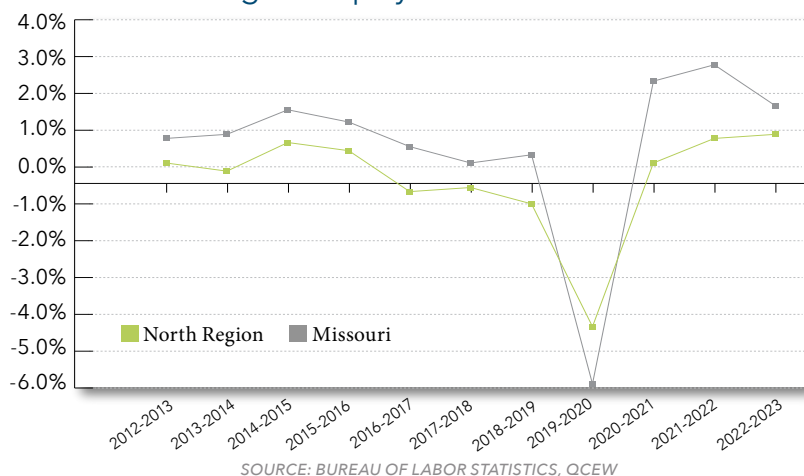
SOURCE: U.S. CENSUS BUREAU, ACS 2022, 5 YEAR ESTIMATES

# NORTH REGION

## INDUSTRY ANALYSIS

The North Region averaged over 169,800 jobs in 2023. The region lost 3,149 jobs from 2019 to 2023; however, employment increased 1.2 percent from 2022 to 2023. Missouri employment increased by 1.9 percent in 2023. From 2019 to 2023, the North Region averaged -0.4 percent compound annual growth for an overall decrease of 1.8 percent. During that same period (2019-2023), Missouri's compound annual employment gain was 0.5 percent for an overall gain of 2.4 percent.

North Region Employment Annual Growth Rate



*Manufacturing* and *Health Care and Social Assistance* were the largest industries in the region with an employment of over 28,700 and 28,200 respectively in 2023. *Retail Trade* and *Educational Services* were the next largest industries in the region, with an employment of over 20,300 and 15,600 respectively in 2023.

The top employing industry (*Manufacturing*) in 2023 had a compound annual growth rate of 0.2 percent from 2019 to 2023, with a gain of 335 jobs in that period. *Construction* gained 929 jobs from 2019 to 2023, with compound annual growth rates of 2.0 percent.

*Administrative and Support and Waste Management and Remediation Services*; *Public Administration*; *Educational Services*; *Transportation and Warehousing*; *Accommodation and Food Services*; *Finance and Insurance*; and *Other Services (except Public Administration)* were the industry sectors that decreased in employment compared to 2019.

North Region Top Employing Industries

	Employment 2019	Employment 2023	Net Change	2019- 2023 CAGR	2022 Annual Wages
<b>Manufacturing</b>	28,439	28,774	335	0.2%	\$61,896
<b>Health Care and Social Assistance</b>	27,585	28,290	705	0.5%	\$50,508
<b>Retail Trade</b>	19,973	20,349	376	0.4%	\$34,500
<b>Educational Services</b>	16,714	15,624	-1,090	-1.3%	\$40,368
<b>Accommodation and Food Services</b>	12,984	12,712	-272	-0.4%	\$19,776
<b>Construction</b>	9,047	9,976	929	2.0%	\$60,264
<b>Public Administration</b>	10,289	9,095	-1,194	-2.4%	\$39,840
<b>Wholesale Trade</b>	6,691	6,861	170	0.5%	\$65,820
<b>Transportation and Warehousing</b>	6,218	5,728	-490	-1.6%	\$48,108
<b>Administrative and Support and Waste Management and Remediation Services</b>	7,961	5,519	-2,442	-7.1%	\$38,124
<b>Finance and Insurance</b>	5,627	5,376	-251	-0.9%	\$62,412
<b>Other Services (except Public Administration)</b>	4,358	4,315	-43	-0.2%	\$36,936

SOURCES: LEHD QWI, 2019-2023 QUARTER 3 DATA, LEHD QWI 2022 ANNUAL AVERAGE FOR WAGE. ALL OWNERSHIP

## LOCATION QUOTIENT

To understand the major industries within a region, an analysis of industry concentration or clustering can be useful. The Location Quotient (LQ) describes the concentration of an industry in a geographic region, in relation to the nation, with 1.0 being the national average. Industries with higher than 1.0 LQ indicate a concentration.

The North Region has higher concentrations in *Gasoline Stations and Fuel Dealers*; *Food Manufacturing*; and *Fabricated Metal Product Manufacturing*.



## GASOLINE STATIONS AND FUEL DEALERS

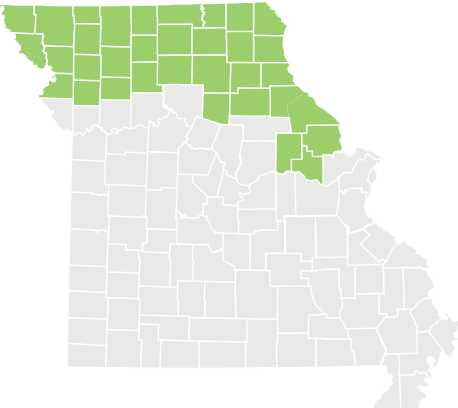
2023 North Region Location Quotients

Industry	Employment	Location Quotient
<b>Gasoline Stations and Fuel Dealers</b>	3,684	3.1
<b>Food Manufacturing</b>	5,309	2.7
<b>Fabricated Metal Product Manufacturing</b>	3,541	2.2
<b>Crop Production</b>	1,093	1.8
<b>Animal Production and Aquaculture</b>	511	1.7
<b>General Merchandise Retailers</b>	5,747	1.6
<b>Building Material and Garden Equipment and Supplies Dealers</b>	2,467	1.6
<b>Nonmetallic Mineral Product Manufacturing</b>	703	1.5
<b>Chemical Manufacturing</b>	1,395	1.4
<b>Heavy and Civil Engineering Construction</b>	1,625	1.3
<b>Nursing and Residential Care Facilities</b>	4,352	1.2
<b>Truck Transportation</b>	2,124	1.2
<b>Motor Vehicle and Parts Dealers</b>	2,733	1.2
<b>Merchant Wholesalers, Nondurable Goods</b>	2,899	1.2
<b>Repair and Maintenance</b>	1,838	1.1

SOURCE: U.S. BUREAU OF LABOR STATISTICS, QUARTERLY CENSUS OF EMPLOYMENT AND WAGES, 2023

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Projected growth in industry helps to identify future employment needs for an area. Projections indicate that the largest industry growth in the North Region between 2022-2032 will be in *Social Assistance; Fabricated Metal Product Manufacturing; Administrative and Support Services; Warehousing and Storage; and Crop Production*.



North Region Largest Growth Industries 2022-2032

	Employment 2022	Employment 2032	Change 2022-2032 Numeric	Change 2022-2032 Percent
Social Assistance	5,102	5,906	804	15.8%
Fabricated Metal Product Manufacturing	4,102	4,780	678	16.5%
Administrative and Support Services	4,485	4,968	483	10.8%
Warehousing and Storage	1,423	1,891	468	32.9%
Crop Production	2,402	2,845	443	18.4%
Machinery Manufacturing	3,068	3,452	384	12.5%
Ambulatory Health Care Services	6,403	6,770	367	5.7%
Educational Services	17,538	17,897	359	2.0%
Professional, Scientific, and Technical Services	3,714	4,069	355	9.6%
Religious, Grantmaking, Civic, Professional, and Similar Organizations	2,609	2,961	352	13.5%

SOURCE: MERIC INDUSTRY PROJECTIONS, 2022-2032

PROJECTED GROWTH BY INDUSTRY HELPS TO IDENTIFY FUTURE EMPLOYMENT NEEDS FOR AN AREA.

## OCCUPATIONS PROJECTIONS

MERIC produces occupational projections that estimates labor demand over a 10-year period. The current projections cycle projected industry and occupation employment from 2022-2032. MERIC categorizes these occupations using its Now-Next-Later method to help job seekers understand the training, education, and experience requirements for various occupations.

**NOW** jobs typically require short-term on-the-job training, little to no experience, and/or a high school diploma. **Now** occupations with the most projected annual openings are *Cashiers; Home Health and Personal Care Aides; and Stockers and Order Fillers*. *Bus Drivers, School; Industrial Truck and Tractor Operators; and Postal Service Mail Carriers* are projected to be the fastest growing Now occupations over the next decade.

**NEXT** jobs typically require a non-degree certificate, associate degree, apprenticeship, some experience, or moderate- to long-term training. *Heavy and Tractor-Trailer Truck Drivers; Miscellaneous Assemblers and Fabricators; and Nursing Assistants* are projected to have the most openings for the **Next** category of occupations. *Insurance Sales Agents; Miscellaneous Assemblers and Fabricators; and Agricultural Equipment Operators;* are the fastest growing Next occupations.

**LATER** jobs typically require a bachelor's degree or higher. For **Later** occupations, *General and Operations Managers; Registered Nurses; and Elementary School Teachers, Except Special Education* are projected to have the most openings. *Human Resources Specialists; Accountants and Auditors; and Substitute Teachers, Short-Term* are the fastest growing Later occupations.

North Region Fastest Growing Occupations

NOW

Bus Drivers, School  
Industrial Truck and Tractor Operators  
Postal Service Mail Carriers  
Home Health and Personal Care Aides ★  
Packers and Packagers, Hand

NEXT

Insurance Sales Agents  
Miscellaneous Assemblers and Fabricators  
Agricultural Equipment Operators  
Production, Planning, and Expediting Clerks  
Dental Assistants

LATER

Human Resources Specialists  
Accountants and Auditors  
Substitute Teachers, Short-Term  
General and Operations Managers ★  
Secondary School Teachers, Except Special and Career/Technical Education

SOURCE: MERIC OCCUPATIONAL PROJECTIONS, 2022-2032  
NOTE: OCCUPATIONS WITH ANNUAL TOTAL OPENINGS OF LESS THAN 50 ARE OMITTED  
★ DENOTES OCCUPATIONS IN THE TOP TEN ONLINE JOB ADS FOR MAY 2023- APRIL 2024 IN THE REGION AND WITHIN THE NOW-NEXT-LATER CLASSIFICATION

# NORTH REGION

## NORTH REGION LONG-TERM OCCUPATIONAL PROJECTIONS BY TOP OPENINGS

OCCUPATION TITLE		2022 Estimated Employment	2032 Projected Employment	Annual Growth Openings	Annual Exits	Annual Transfers	Annual Total Openings	Median Wages
NOW OCCUPATIONS								
Cashiers	★	6,614	6,450	-16	628	633	<b>1,245</b>	\$27,957
Home Health and Personal Care Aides	★	4,642	4,994	35	385	321	<b>741</b>	\$28,590
Stockers and Order Fillers		3,891	4,095	20	248	391	<b>659</b>	\$34,574
Retail Salespersons	★	3,553	3,512	-4	232	280	<b>508</b>	\$30,212
Office Clerks, General		3,869	3,951	8	236	230	<b>474</b>	\$36,934
NEXT OCCUPATIONS								
Heavy and Tractor-Trailer Truck Drivers	★	3,684	3,760	8	168	218	<b>394</b>	\$47,325
Miscellaneous Assemblers and Fabricators		3,021	3,328	31	135	201	<b>367</b>	\$47,628
Nursing Assistants	★	2,178	2,087	-9	135	167	<b>293</b>	\$35,574
Cooks, Restaurant		1,587	1,563	-2	107	128	<b>233</b>	\$30,118
Maintenance and Repair Workers, General	★	2,365	2,407	4	105	109	<b>218</b>	\$47,557
LATER OCCUPATIONS								
General and Operations Managers	★	5,537	5,656	12	139	301	<b>452</b>	\$64,199
Registered Nurses	★	3,668	3,719	5	123	76	<b>204</b>	\$73,278
Elementary School Teachers, Except Special Education		2,691	2,745	5	91	89	<b>185</b>	\$47,902
Secondary School Teachers, Except Special and Career/Technical Education		2,411	2,461	5	71	79	<b>155</b>	\$48,183
Substitute Teachers, Short-Term		970	994	2	61	56	<b>119</b>	\$34,460

SOURCE: MERIC OCCUPATIONAL PROJECTIONS, 2022-2032



DENOTES OCCUPATIONS IN THE TOP TEN ONLINE JOB ADS FOR MAY 2023- APRIL 2024 IN THE REGION AND WITHIN THE NOW-NEXT-LATER CLASSIFICATION

## ONLINE JOB POSTINGS

Job postings are an indicator of demand and opportunities in an area and can assist individuals seeking job opportunities in current in-demand occupations. According to information based on online job posting data collected and aggregated from May 1, 2023 to April 30, 2024 by Lightcast™ for the North Region, jobs like *Registered Nurses*; *Heavy and Tractor-Trailer Truck Drivers*; and *Retail Salespersons* had a high number of job postings in the region.

OCCUPATION TITLE	ONLINE JOB POSTINGS
NOW OCCUPATIONS	
Retail Salespersons	1,080
Home Health & Personal Care Aides	810
Laborers & Freight, Stock, & Material Movers, Hand	560
Fast Food & Counter Workers	540
Customer Service Representatives	430
NEXT OCCUPATIONS	
Heavy & Tractor-Trailer Truck Drivers	1,180
Licensed Practical & Licensed Vocational Nurses	940
First-Line Supervisors of Retail Sales Workers	740
Merchandise Displayers and Window Trimmers	600
Maintenance & Repair Workers, General	580
LATER OCCUPATIONS	
Registered Nurses	2,830
Physical Therapists	400
General & Operations Managers	380
Postsecondary Teachers	300
Medical & Health Services Managers	300

SOURCE: LIGHTCAST™, ONLINE JOB ADS FROM MAY 1, 2023 - APRIL 30, 2024